

Federal-State Marketing Improvement Program

Fiscal Year 2017 Request for Applications

Funding Opportunity Number: USDA-AMS-TM-FSMIP-G-17-0004

Publication Date: January 11, 2017

Application Due Date: 11:59 PM Eastern Time on March 27, 2017

Program Solicitation Information

Funding Opportunity Title: Federal-State Marketing Improvement Program (FSMIP)

Funding Opportunity Number: USDA-AMS-TM-FSMIP-G-17-0004

Announcement Type: Initial

Catalog of Federal Domestic Assistance (CFDA) Number: 10.156

Dates: Applications must be received on or before 11:59 pm Eastern Time March 27, 2017, through www.Grants.gov. Applications received after this deadline will not be considered for funding.

Executive Summary: The U.S. Department of Agriculture (USDA), Agricultural Marketing Service (AMS), requests applications for the fiscal year (FY) 2017 Federal-State Marketing Improvement Program (FSMIP). AMS will competitively award matching grants to eligible applicants for projects that explore new market opportunities for U.S. food and agricultural products, and encourage research and innovation aimed at improving the efficiency and performance of the U.S. marketing system.

It is anticipated that approximately \$1 million will be available in total to fund applications under this solicitation. The final amount available is subject to Congressional action. The maximum award is \$200,000. In the FY 2016 application cycle, AMS received 38 applications and funded 12 (32%) of the applications. As such, to be competitive, applications must be complete and of high quality.

FSMIP funding will be available for use beginning September 30, 2017. A \$1 for \$1 match, in the form of cash or in-kind resources, is required.

This announcement provides information about the eligibility criteria for applicants and projects, and the application forms and associated instructions needed to apply for an award.

Stakeholder Input: The AMS seeks your comments about this Request for Applications (RFA). We will consider the comments when we develop the next RFA for the program. Submit written stakeholder comments by the deadline set forth in the DATES portion of this Notice via e-mail to:

Martin.Rosier@ams.usda.gov. (This e-mail address is intended only for receiving comments regarding this RFA and not requesting information or forms.) In your comments, please state that you are commenting on the Federal-State Marketing Improvement Program RFA.

Highlights and Changes for 2017

Below are highlights of major changes to the program since last year.

- Changes the project length from 2 years to 3 years.
- Sets the maximum award amount at \$200,000.
- Removes the requirement to submit SF-424A *Budget Information Non-Construction Projects* with the application.
- Removes the requirement to submit an Accounting and Financial Capability form with the application.
- Updates sections <u>4.3 Content and Form of Application Submission</u> and <u>4.8 Grants.gov</u>
 Application Submission and Receipt Procedures and Requirements to explain how to attach AMS-specific forms in Grants.gov, and remind applicants that Grants.gov does not verify whether these required forms are submitted by the applicant at the time of submission.
- Includes AMS' policy on Late and Non-Responsive Applications under sections <u>4.4 Submitted</u>

 Application Qualification and <u>5.2 Review and Selection Process</u>.
- Changes performance and financial reporting requirements for awarded projects from every 6 months to annually.

Application Checklist

The application checklist below provides the required and conditionally required documents for an application package. AMS expects that applicants will read the entire RFA prior to the submission of their application to ensure that they understand the program's requirements.

FSMIP requires that all application packages include the following, which are available through grants.gov:

SF-424 – Application for Federal Assistance (fillable PDF in Grants.gov)
SF-424B – Assurances - Non-Construction Program (fillable PDF in Grants.gov)
Areas Affected by Project (Block 14 of the SF-424)

Combine the following required application components into one PDF in the order listed below. Upload using the "Add Attachments" button under SF-424 item #15.

Project Narrative
Budget Narrative and Budget Spreadsheet
Personnel Qualifications
Verification of Matching Funds letter for EACH cash or in-kind resource

 $\hfill \Box$ At least one, but no more than three, letters of support from stakeholders or beneficiaries

When applicable, application packages may be required to include the following documents:

AD-3030, Representations Regarding Felony Conviction and Tax Delinquent Status for Corpo	
Applicants (fillable PDF in Grants.gov)	

- □ AD-3031, Assurance Regarding Felony Conviction or Tax Delinquent Status for Corporate Applicants (fillable PDF in Grants.gov)
- □ HUD Form 50153 Promise Zone Certification Form (PDF Upload using the "Add Attachments" button under SF-424 item #15)
- □ Negotiated Indirect Cost Rate Agreement (PDF Upload using the "Add Attachments" button under SF-424 item #15)

Timing to Obtain and Submit Grants.gov Required Elements

Required Action	Timing to Obtain/Submit
MC Dondling to receive final application and all connecting materials	March 27, 2017 – 11:59
AMS Deadline to receive final application and all supporting materials	p.m. [Eastern Time]
Obtaining Your Organization's DUNS Number (if you do not already have one)	1-2 business days
Establishing an Active SAM.gov Account (if you do not already have one)	7-10 business days
Obtaining an TIN/EIN (if you do not already have one)	Up to 2 weeks
Creating your Grants.gov profile and registering your AOR authorization	Up to 2 weeks

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1.0 FUNDING OPPORTUNITY DESCRIPTION

1.1 LEGISLATIVE AUTHORITY

The Federal-State Marketing Improvement Program (FSMIP) is authorized by section 204(b) of the Agricultural Marketing Act of 1946, (7 U.S.C. 1621-1627).

1.2 PURPOSE

To explore new market opportunities for U.S. food and agricultural products, and encourage research and innovation aimed at improving the efficiency and performance of the U.S. agricultural marketing system. FSMIP funds a wide range of applied research projects that address barriers, challenges, and opportunities in marketing, transporting, and distributing U.S. food and agricultural products domestically and internationally.

1.3 PROJECT TYPES

1.3.1 ELIGIBLE AGRICULTURAL CATEGORIES

Eligible agricultural categories include poultry, livestock, dairy, food, feed and fiber crops, fish and shellfish, horticulture, viticulture, apiary, and forest products, and processed or manufactured products derived from such commodities. Reflecting the growing diversity of U.S. agriculture, FSMIP accepts proposals dealing with nutraceuticals, bioenergy, compost, agroforestry products, and products made from agricultural residue. To check on the eligibility of agricultural categories not listed, contact the contact listed in section 7.0 Agency Contact.

1.3.2 ELIGIBLE PROJECT SCOPE

Proposals may address topics dealing with any level of the marketing chain including direct, wholesale, and retail. Proposals must have a strong marketing focus, must involve research, and the primary beneficiaries must be agricultural producers and agribusinesses. Proposals that involve training or education programs must include a research component that tests the effects of the program on the marketing goals.

Proposals may involve small, medium or large scale agricultural entities but must benefit multiple producers or agribusinesses. Proposals that benefit one business or individual will not be considered. Proposals that address issues of importance at the State, multi-State, or national level are appropriate for FSMIP.

FSMIP will consider unique proposals on a smaller scale that may serve as pilot projects or case studies useful as models for others. Such proposals must include an objective to analyze opportunities and formulate recommendations with regard to how the project could be scaled up or expanded to other regions.

1.3.3 ELIGIBLE PROJECT TOPICS

FSMIP's enabling legislation authorizes projects to:

- Determine the best methods for processing, preparing for market, packing, handling, transporting, storing, distributing, and marketing agricultural products.
- Determine the costs of marketing agricultural products in their various forms and through various channels.
- Assist in the development of more efficient marketing methods, practices and facilities to bring about more efficient and orderly marketing, and reduce the price spread between the producer and the consumer.
- Develop and improve standards of quality, condition, quantity, grade and packaging in order to encourage uniformity and consistency in commercial practices.
- Eliminate artificial barriers to the free movement of agricultural products in commercial channels.
- Foster new/expanded domestic/foreign markets and new/expanded uses of agricultural products.
- Collect and disseminate marketing information to anticipate and meet consumer requirements, maintain farm income, and balance production and utilization.

1.4 PRIORITY AREAS

All proposals that fit within the FSMIP scope are encouraged and will receive equal consideration during the review process. FSMIP will award five percent of total FSMIP funds to proposals that score among the higher ranked proposals and meet one or more of the following criteria:

- Reflect a collaborative approach between the States, academia, the farm sector and other
 appropriate entities and stakeholders, in recognition of the synergies and improved outcomes
 that are attributable to such collaborations and partnerships.
- Assess challenges and develop methods or practices that could assist producers in marketing agricultural products that meet the mandates of the Food and Drug Administration's Food Safety Modernization Act (21 U.S.C. 2201).
- Have the potential to create wealth and economic opportunity in rural communities through research and studies on issues relating to marketing in local and regional food systems, and value-added agriculture.
- Contribute to the strategy of a designated Promise Zone. For more information on current Promise Zones, visit the U.S. Department of Housing and Urban Development Website: https://www.hudexchange.info/programs/promise-zones/.

1.5 DEVELOPMENT OF PROPOSALS

1.5.1 STATE AGENCY RESPONSIBILITIES

State Agencies bear the primary responsibility for developing proposals and overseeing funded projects. Proposals must be structured so that the State Agency maintains control of the project objectives, sets policy, and ensures that the project will be carried out in accordance with all applicable Federal statutes and regulations as well as with the Grant Agreement and the Terms and Conditions of Award. State

Agencies are responsible for ensuring that subrecipients maintain appropriate records and follow all applicable Federal statutes and regulations as well as the Grant Agreement and the Terms and Conditions of Award.

State Agencies must ensure that proposals are appropriate for FSMIP by reviewing <u>section 1.2</u>. Contact the contact listed in section <u>7.0 Agency Contact</u> if there is any question about whether or not the proposal qualifies for FSMIP.

The State Agency that will assume the administrative and coordinating role for a multi-State proposal must submit the application.

1.5.2 OUTREACH

State Agencies must assume the lead role in FSMIP projects and use cooperative or contractual linkages as needed to carry out the proposed work. State Agencies are encouraged to reach out to potential project partners within their States including producer and commodity groups, community-based organizations, economic development organizations, and groups that represent American Indians and Alaska Natives, socially disadvantaged producers, veterans, and Promise Zone partner organizations to engage them in developing proposals.

1.5.3 PREVIOUS PROJECTS AND FOLLOW-UP PROPOSALS

If the proposal: (a) Builds on a project funded by the <u>Specialty Crop Block Grant Program</u>, the <u>Farmers Market Promotion Program</u>, the <u>Local Food Promotion Program</u>, or another USDA award program; (b) Is part of a larger project or initiative; or (c) Builds on a previously funded FSMIP project; the proposal must include an explanation in the Project Narrative that indicates how the proposal relates to, but is distinct from, such work.

A follow-up proposal that builds on a previous FSMIP project is allowed only after the previous project has been completed, and the final performance and financial reports have been submitted to and accepted by FSMIP. A follow-up proposal to a FSMIP project that is still in progress as of the application deadline is not allowed.

1.5.4 PROPOSALS INVOLVING FOREIGN MARKET DEVELOPMENT

If a proposal involves foreign market development, determine first if the project is more appropriate for Federal award programs administered by the Foreign Agricultural Service (FAS) or for funding through a State-Regional Trade Group. FSMIP recommends that applicants search the FAS database of GAIN reports to ensure that a foreign market development proposal will not duplicate existing information.

2.0 AWARD INFORMATION

2.1 TYPE OF FEDERAL ASSISTANCE

FSMIP will use a Grant Agreement to provide a Federal award to successful applicants.

2.2 TYPE OF APPLICATIONS

New application. All new applications will be reviewed competitively using the selection process and evaluation criteria described in section 5.0 <u>Application Review Information</u>.

2.3 AVAILABLE FUNDING

It is anticipated that approximately \$1 million will be available in total to fund applications in fiscal year 2017. The final amount available is subject to Congressional action.

2.4 FEDERAL AWARD PERIOD DURATION

FSMIP projects are awarded for a period of 36 months (3 years), although it is acceptable to complete a project before the scheduled performance period ending date. All 2017 FSMIP projects will begin on September 30, 2017, and must end no later than September 29, 2020. Insert these start and end dates on Block 17 on the SF-424 "Application for Federal Assistance."

2.5 AWARD SIZE

Maximum grant award is \$200,000.

3.0 ELIGIBILITY INFORMATION

3.1 ELIGIBLE APPLICANTS

Eligible applicants ("State agencies") are State departments of agriculture, State agricultural experiment stations, and other appropriate State agencies from the 50 States, American Samoa, the District of Columbia, Guam, the Federated States of Micronesia, the Commonwealth of the Northern Mariana Islands, the Commonwealth of Puerto Rico, and the U.S. Virgin Islands.

- The term "other appropriate State Agency" means a State university, a State college, or a State government entity such as a State department of forestry, natural resources, or energy.
- The terms State university and State college include land-grant universities and colleges which
 are defined as institutions of higher education in the United States and designated by a State to
 receive the benefits of the Morrill Acts of 1862 and 1890. Tribal colleges and universities that
 became land-grant institutions in 1994, under the Elementary and Secondary Education
 Reauthorization Act, as well as other State-run colleges and universities are also eligible.

3.2 PARTNERS AND COLLABORATORS

Only the applicant must meet the eligibility requirements. Project partners and collaborators need not meet these eligibility requirements.

- A *partnership* is a relationship involving close cooperation between parties having specified and joint rights and responsibilities in the management of the project.
- A collaborator is a person or an organization unaffiliated with the applicant that cooperates with the applicant in the conduct of the project and is not immediately connected to the management of the project.

An example of a partner or collaborator could be a non-profit or producer organization that offers access to materials or services in support of the proposed project that would not otherwise be available.

Although not eligible to apply directly, producer associations, non-profit organizations and other agricultural and stakeholder organizations may participate in FSMIP as partners with an eligible applicant. FSMIP will not award grant funds for projects that solely benefit one individual farm or agribusiness. FSMIP projects must benefit multiple producers or agribusinesses, or have agricultural sector-wide impact.

3.3 COST SHARING AND MATCHING

FSMIP requires a \$1-for-\$1 match in the form of cash or with properly-valued, in-kind non-Federal resources. Committing more than the required \$1-for-\$1 match will not convey any advantage to the applicant in terms of evaluation and scoring during the review process. Cost sharing or the required match must be in the form of allowable direct or indirect costs. Refer to 2 CFR § 200.306 for additional Federal requirements and definitions, including the basis for determining the value of cash and in-kind contributions.

In-kind contributions when used as a cost share or match for a grant are generally defined as the value of goods or services provided by a third party for the benefit of the grant program, where no funds transferred hands. These contributions cannot satisfy a cost sharing or matching requirement for this grant program if they are used towards satisfying a match requirement under any other Federal grant agreement the applicant is party to.

In addition, applicants may not use program income or Federal funds of any kind as a match or costshare. The time devoted to the project by unspecified individuals or groups is not an acceptable match. For example, time and travel expenses of producers who will attend trainings or conferences are not an acceptable match.

All matching contributions <u>must be committed or in place</u> when the proposal is submitted to FSMIP. Additional anticipated matching funds not in place by the time the project commences cannot be counted toward the matching requirement.

Applicants should indicate how the match will specifically align with their requested funding when completing the budget section of the Project Narrative and submit letters or other documentation verifying the match for <u>EACH</u> cash and/or in-kind resource. Refer to <u>Matching Funds and Letters of Verification</u> for more information.

Indirect costs may count toward the match. Refer to section 4.6.1. <u>Indirect Costs</u> for more information.

The total amount of funds an organization will bring as a match must be noted in the Budget and Budget Justification section of the Project Narrative.

4.0 APPLICATION AND SUBMISSION INFORMATION

4.1 ELECTRONIC APPLICATION PACKAGE

Only electronic applications may be submitted via Grants.gov to FSMIP in response to this RFA. We urge applicants to submit early to the Grants.gov system. For an overview of the Grants.gov application process see http://www.grants.gov/web/grants/applicants/apply-for-grants.html. This RFA contains the information needed to obtain and complete required application forms and AMS-specific attachments.

Applicants can find the opportunity under either the CFDA number "10.156," or the FSMIP Funding Opportunity Number "USDA-AMS-TM-FSMIP-G-17-0004."

4.2 CONTENT AND FORM OF APPLICATION SUBMISSION

4.2.1 SF-424 APPLICATION FOR FEDERAL ASSISTANCE

Required: The SF-424 is available via the opportunity at Grants.gov. Most information blocks on the required form are either self-explanatory or are adequately explained in the instructions. However, you must use the following supplemental instructions associated with specific blocks on form SF-424. This form is a fillable PDF form in Grants.gov.

Block	Instructions:
#1 Type of Submission	Application
#2 Type of Application	New
#4 through #7	Not required
#8c Organizational DUNS	Applicant DUNS# for the Organization submitting the
	application. See <u>D&B Request a DUNS Number</u>
#8d Address	Enter the organization street address as it appears in
	SAM.gov. P.O. Boxes will not be accepted. Enter a 9-
	digit zip code.
#10 Name of Federal Agency	AMS, USDA
#11 Catalog of Federal Domestic	10.156
Assistance Number	
#12 Funding Opportunity Number	USDA-AMS-TM-FSMIP-G-17-0004
#13 Competition Identification Number	Not applicable
#14 Areas Affected by Project	Enter cities, counties, States affected by project.
#15 Descriptive Title of Applicant's	Provide a short description of the project.
Project	
#16a Congressional Districts for	Enter the Congressional district where your main
Applicant	office is located.
#16b Congressional Districts for	Enter the Congressional district where your project
Program/Project	will be implemented. Write "All" if the project will be
	implemented in more than one location.
#17 Proposed Project Start Date and	Start Date: September 30, 2017.
End Date	End date: September 29, 2020.
#18a Estimated Funding - Federal	Total FSMIP award requested.
#18b – 18f Estimated Funding – Applicant	b. Applicant – Enter applicant match
	c. State – Enter match from other State entities, if applicable

	d. Local – Enter match from local governments (examples: county, municipality), if applicable
	e. Other – Enter match from non-government sources (examples: non-profits, commodity or trade associations, producer groups), if applicable
#19 Is Applicant Subject to Review by State	This initiative is subject to intergovernmental review.
Under Executive Order 12372 Process?	Consult this website
	(https://www.whitehouse.gov/omb/grants_spoc) to
	determine applicability in your State.

4.2.2 SF-424B ASSURANCES NON-CONSTRUCTION PROGRAMS

Required: The SF-424B is available as a fillable PDF form via the opportunity at www.Grants.gov.

4.2.3 PROJECT NARRATIVE

Required. The Project Narrative must be submitted as a PDF, attached to the Grants.gov application package using the "Add Attachments" button under SF-424 item #15. Handwritten applications or applications in MS Word will not be accepted. The Project Narrative must be typed, single-sided, single-spaced, in an 11-point font, not to exceed fifteen (15) 8.5 x 11 pages.

The supporting documents listed below do not count against the 15-page limit. Prior to submitting an application to Grants.gov, make sure that it is in final form (e.g., if you used the "track changes" function, accept all changes before submitting so that the mark-up is not visible upon final submission).

In the Budget and Justification section of the Project Narrative, provide a justification of projected project costs.

(1) Background and Justification

- (i) Clearly identify the marketing issue, problem, barrier, challenge or opportunity to be addressed and explain why the proposal is important and timely. Articulate the research question to be answered by the project or provide a concise problem statement. Provide a literature review sufficient to demonstrate the current state of knowledge about the topic and how the proposed work builds on it or addresses any gaps. See (7) References of this section (4.2.3) for instructions on how to handle literature citations.
- (ii) Quantify and discuss the potential economic impact of the project on agricultural producers and agribusinesses. Impacts include, but are not limited to number of jobs, volume and value of sales or shipments, market share, and the value of new markets and new products.
- (iii) Include data and/or estimates that describe the extent of the problem, and the number of agricultural producers or agribusinesses affected. Explain who will benefit and how they will benefit from the project.

(iv) If the proposal:

 Builds on a project funded by the Specialty Crop Block Grant Program, the Farmers Market Promotion Program, the Local Food Promotion Program, or another USDA award program, briefly describe what has been accomplished already, how the proposal is distinct from the previous work, and how the proposal furthers the ultimate overall goals of the project.

- Is part of a larger non-FSMIP project, briefly describe how the proposal fits into the larger project and how it is distinct from other aspects of the larger project.
- Is a follow-up to a previously completed FSMIP project, briefly describe what has been accomplished already, how the FSMIP proposal is distinct from the previous project, and how the proposal advances the overall project goals.
- Involves foreign market development, briefly describe efforts taken to ensure this proposal does not duplicate publically available reports or data, and describe how it will fill any data gaps.
- Involves a <u>Promise Zone</u> implementation partner, discuss the role and relevance of the Promise Zone implementation partner, and the impact of the Promise Zone strategy on the goals, purposes, and outcomes of the project. Applicants partnering with Promise Zone Lead Applicant Organizations must submit the <u>Housing and Urban Development (HUD) Promise Zone Certification Form.</u>

(2) Other Federal Award Programs

Indicate if the proposal has been or will be submitted to another Federal award program, and if so, identify the program. If the proposal is selected for funding by another Federal award program after the proposal is submitted to FSMIP, inform FSMIP immediately and withdraw the FSMIP proposal.

(3) Goal(s), Objectives and Work Plan

Describe the overall goal(s) in one or two sentences. List and describe the proposal objectives. Explain how each objective will be accomplished and by whom. Also include the expected completion date for each objective and indicate the major milestones of the project.

(4) Project Evaluation, Outputs and Expected Outcomes

Describe what the project is expected to accomplish, the expected benefits, and how the project will be evaluated while in progress and upon conclusion. Describe outputs that explain who the target audience is and what activities are to be completed. Describe expected measureable outcomes that explain what knowledge may be gained or what actions may be implemented as a result of the project. Include at least one quantitative metric that will be reported at the beginning and the end of the project to demonstrate impact.

(5) Project Deliverables

List any expected deliverables that will result from the project in addition to the required final report. Examples of project deliverables include professional journal or farm press articles, Extension bulletins, and manuals.

(6) Outreach Plan

Describe how the project results will be shared with and disseminated to the target audience(s), stakeholders and other interested parties beyond those directly served by the project. Examples of such activities include presentations at professional conferences or producer meetings, publication of articles in professional journals or the agricultural press, educational brochures, slides, survey instruments, and websites. Web pages devoted to the project must also include this information in a prominent location. All materials must be made available electronically and disseminated via appropriate websites.

(7) References

Do not use footnotes. Cite the literature referenced in the text and attach a separate page called "References" with the detailed literature citations. **Reference pages do not count toward the 15-page Project Narrative maximum.**

(8) Draft Survey

If the proposal involves a survey, briefly discuss the nature of the questions that will be asked, the methodology to be used for data collection and analysis, and the population to be surveyed. It is not required, but if a draft survey is available, include it at the end of the Project Narrative. A draft survey does not count toward the 15-page Project Narrative maximum.

4.2.4 BUDGET SPREADSHEET AND BUDGET NARRATIVE

Required: The Budget Spreadsheet must show the relevant expenditure categories in the far left column and, proceeding across the page, there must be a column showing the dollar amount of FSMIP funds requested and separate columns showing the dollar amount for each of the non-Federal entities that will provide matching resources. Provide separate Year 1, Year 2, Year 3 and cumulative budgets.

The Budget Narrative must explain how the dollar amounts for each category shown on the Budget Spreadsheet were derived and what they cover. See section 4.7.4 for a full listing of allowable and unallowable costs.

The Budget Spreadsheet and Budget Narrative do not count toward the 15-page Project Narrative maximum.

4.2.5 PERSONNEL QUALIFICATIONS

Required: Provide a one- to two-page resume or summary of relevant experience and/or qualifications of the principal investigator(s) and for each of the other major project participants. *Longer resumes will be disregarded.* **Personnel qualifications do not count toward the 15-page Project Narrative maximum.**

4.2.6 AREAS AFFECTED BY PROJECT (BLOCK 14 OF THE SF-424)

Required: Complete Block 14 on the SF-424 Application for Federal Assistance and submit as a separate attachment with the application. In addition to listing the areas affected, it is acceptable to attach a map showing areas affected to demonstrate impact.

4.2.7 MATCHING FUNDS AND LETTERS OF VERIFICATION

Required: Each application is required to have written verification of match commitment from any party, including the applicant, who will contribute cash or in-kind matching non-Federal resources to the project.

Submit <u>one</u> letter verifying the match for <u>EACH</u> cash or in kind resource, signed by the matching organization.

AMS has posted <u>A SUGGESTED MATCH VERIFICATION TEMPLATE LETTER</u> on the FSMIP application website. We highly encourage you to use this template. If you do not use this template, your match verification document must minimally include the following:

- Project Applicant
- Project Title
- Cash Commitment per year (if applicable) and Total Cash Match
- In-kind Contribution per year (if applicable) and Total In-kind Match. Break down items into categories as applicable:
 - Salaries (employee name, title, duties, pay rate/hour, amount matched per year)
 - Items/Activities (fair market value per unit, how value determined (provide documentation), and amount matched per year)
- Explanation of how each type of match will correspond to the budget, or be used by the Applicant.
- Signature of Matching Organization Representative with typed name and title.

Submit *Matching Fund and Letters of Verification* on letterhead and address them to the FSMIP Applicant. Clearly indicate at the top of the documents that they are **MATCH VERIFICATION LETTERS**. Letters must accompany the proposal at the time of application. Unsigned letters will not be accepted.

4.2.8 LETTERS OF SUPPORT FROM STAKEHOLDERS OR BENEFICIARIES

Required: At least one, but no more than three, letters of support from stakeholders or beneficiaries detailing the expected benefits of the project to the group is required. Applications that include more than three letters of support will not receive extra points or be considered more favorably.

Letters of support must be on letterhead and may be addressed either to the State Agency or to the agency contact (section 7.0 Agency Contact). Letters of support must accompany the proposal at the time of application. Do not send original letters. Unsigned letters will not be accepted. Email messages of support are allowed. Form letters are discouraged. Congressional letters of support do not meet this requirement.

PLEASE NOTE: FSMIP does not require Congressional letters of support nor do such letters carry any weight during the evaluation process.

4.2.9 AD-3030 – REPRESENTATIONS REGARDING FELONY CONVICTION AND TAX DELINQUENT STATUS FOR CORPORATE APPLICANTS

Required if the applicant is a corporation. A corporation includes, but is not limited to, any entity that has filed articles of incorporation in one of the 50 States, the District of Columbia, or the U.S. territories.

Corporations can include both for-profit and non-profit entities. AD-3030 is a self-certification form. It is the responsibility of the applicant to determine if the AD-3030 needs to be completed and submitted. The applicant must submit the version of the form in grants.gov. This requirement does not apply to State departments of agriculture, but it may apply to State universities and State colleges. Most information blocks on the required form are self-explanatory; however, AMS is providing further clarification below.

Block	Instructions
#1 Applicant's Name	Enter the name of the individual or authorized representative that is submitting the application on behalf of the applicant organization.
#2 Applicant's Address	Enter the address of the applicant organization.
#3 Tax ID No.	Enter the last four digits of the applicant organization's Tax Identification number.
	Address these questions by checking the Yes or No boxes.
	For question 4B, see below for what is meant by "acting on behalf of."
A, 4B, 4C Questions	If the action of the official or agent resulted in a benefit to the corporation, then the official or agent was "acting on behalf" of the corporation. If the action of the official or agent resulted in a benefit to the official or agent, then the official or agent was not acting on behalf of the corporation.
#5A Applicant's Signature (By)	The individual or authorized representative that is submitting the application on behalf of the applicant organization must sign the form.
#5B Title/Relationship of the Individual if Signing in a Representative Capacity	Enter the title of the individual or authorized representative that is submitting the application on behalf of the applicant organization.
#5C Date Signed	Date the form.

4.2.10 AD-3031, ASSURANCE REGARDING FELONY CONVICTION OR TAX DELINQUENT STATUS FOR CORPORATE APPLICANTS

Required if the applicant is a corporation. A corporation includes, but is not limited to, any entity that has filed articles of incorporation in one of the 50 States, the District of Columbia, or the U.S. territories. Corporations can include both for-profit and non-profit entities.

The applicant must submit the fillable PDF version of the form in Grants.gov. AD-3031 is a self-certification form. It is the responsibility of the applicant to determine if the AD-3031 needs to be completed and submitted.

4.2.11 HOUSING AND URBAN DEVELOPMENT (HUD) PROMISE ZONE CERTIFICATION FORM

Required if proposal involves a Promise Zone Implementation Partner. If the proposal involves a <u>Promise Zone Implementation Partner</u>, the <u>HUD Promise Zone Certification Form</u> must accompany the proposal at the time of application. This form is also available on the <u>FSMIP website</u>. Unsigned forms will not be accepted. This PDF form must be attached to the grants.gov application package using the "Add Attachments" button under SF-424 item #15.4.3.9 Evidence of Critical Resources and Infrastructure.

4.2.12 NEGOTIATED INDIRECT COST RATE AGREEMENT (NICRA)

Required if the applicant has a Negotiated Indirect Cost Rate Agreement (NICRA). Refer to <u>section 4.6.1 Indirect Costs</u> for more information. The NICRA must be in PDF format and attached to the grants.gov application package using the "Add Attachments" button under SF-424 item #15.

4.3 SUBMITTED APPLICATION QUALIFICATION

Your application will not be accepted if it:

- Is received by Grants.gov after the submission deadline (see AMS' Policy on Late Applications).
- Is submitted via any method other than through www.Grants.gov.

Your application will be rejected if it:

 Is non-responsive to the requirements of this RFA (see <u>AMS' Policy on non-Responsive</u> <u>Applications</u>).

AMS will also not accept an application (after submission or prior to award) if FSMIP determines that:

- An applicant or recipient has committed fraud, including inclusion of materially misleading or incorrect information on the application (such as misrepresentation of DUNS registration or false identity statements).
- An applicant or recipient has mismanaged Federal funds.
- The proposal is funding the same activities as another Federal grant program.
- An applicant is found to be ineligible for a Federal award.

4.4 SUBMISSION DATE AND TIME

The deadline for submitting FY 2017 applications through grants.gov is 11:59 pm Eastern Time, March 27, 2017.

Applications must be submitted electronically through Grants.gov. Ensure that all components of the application are complete before submission. Allow enough time for the application process, as it may take more than one attempt before your application is successfully submitted. AMS encourages that you plan to submit your application at least two weeks prior to the application deadline to ensure all certifications and registrations are met.

Only applications submitted and validated by 11:59 pm Eastern Time on March 27, 2017, to Grants.gov will be accepted. See <u>AMS' Policy on Late Applications</u>.

4.5 INTERGOVERNMENTAL REVIEW

FSMIP is subject to <u>Executive Order 12372</u>, "<u>Intergovernmental Review of Federal Programs</u>." Refer to <u>https://www.whitehouse.gov/omb/grants_spoc</u>.

4.6 FUNDING RESTRICTIONS

4.6.1 INDIRECT COSTS

Indirect costs (also known as "facilities and administrative costs"—defined at <u>2 CFR §200.56</u>) are those costs incurred for a common or joint purpose benefitting more than one cost objective, and not readily assignable to the cost objectives specifically benefitted, without effort disproportionate to the results achieved.

As stated in the regulations (2 CFR §§200.413 and 414), any non-Federal entity that has never received a negotiated indirect cost rate, except State and Local Government and Indian Tribe Indirect Cost Proposals, may elect to charge a de minimis rate of 10 percent of modified total direct costs (MTDC) which may be used indefinitely. As described in 2 CFR §200.403, costs must be consistently charged as either indirect or direct costs, but may not be double charged or inconsistently charged as both. If chosen, this methodology once elected must be used consistently for all Federal awards until such time as a recipient chooses to negotiate for a rate, which the recipient may apply to do at any time.

All applicants who elect to charge a de minimis rate of 10 percent must use the modified total direct cost as the base. Modified total direct costs are defined in 2 CFR §200.68 as all direct salaries and wages, applicable fringe benefits, materials and supplies, services, travel, and up to the first \$25,000 of each subaward (regardless of the period of performance of the subawards under the award). MTDC excludes equipment, capital expenditures, charges for patient care, rental costs, tuition remission, scholarships and fellowships, participant support costs, and the portion of each subaward in excess of \$25,000. Other items may only be excluded when necessary to avoid a serious inequity in the distribution of indirect costs, and with the approval of the cognizant agency for indirect costs.

If an applicant has a negotiated indirect cost rate approved by their cognizant agency, the applicant must submit a copy of their approved Negotiated Indirect Cost Rate Agreement with their application. Entities that would like to negotiate an indirect cost rate must contact their cognizant agency. For assignments of cognizant agencies see <u>2 CFR §200.19</u>.

4.6.2 USING INDIRECT COSTS FOR COST SHARING OR MATCHING

The maximum amount of indirect costs allowed for a project may be included under the Federal portion of the budget or, alternatively, may be offered as a matching contribution if no indirect costs are requested on the Federal portion of the budget. For example, if a proposed project's maximum allowable indirect costs are \$20,000, the applicant may include \$20,000 on the Federal portion of the budget or \$20,000 as a matching contribution, but not both.

A FSMIP applicant may split the indirect cost allocation between the Federal and non-Federal portions of the budget only if the total amount of indirect costs under the project does not exceed the maximum indirect costs allowed.

For example, if a proposed project's maximum allowable indirect costs are \$20,000, the applicant may include \$10,000 of the indirect costs on the Federal portion of the budget and \$10,000 as a matching contribution. Alternatively, the recipient may request any other combination that, when combined, does not exceed the maximum indirect costs allowable. Refer to 2 CFR §200.413 and 414 for additional information on determining if costs charged to the award are direct or indirect.

4.6.3 SUBAWARD RESTRICTION

The applicant is expected to perform a major portion of the project, however, subawards or subcontracts with partners, collaborators, and/or other parties that provide additional knowledge, expertise, or resources for the purposes of the proposed project that are not otherwise available within the applicant organization are allowable. Using grant funds to competitively "re-grant" in mini-grant programs or to activities not central to the purpose of the project or for unknown costs is unallowable.

4.6.4 ALLOWABLE AND UNALLOWABLE COSTS AND ACTIVITIES

The following is information on allowable and unallowable costs in common proposal budget categories. This section is not intended to be all-inclusive. Reference <u>Subpart E-Cost Principles of 2 CFR part 200</u> for the complete explanation of the allowability of costs. Applicants that have questions concerning the allowability of costs after reviewing this section should contact FSMIP using the contact information listed under <u>7.0 Agency Contact</u>.

Note that the allowable costs listed below may also be cost-shared or brought as part of the required match. Unallowable costs cannot be brought as a match.

Item	Description
Advisory Councils	Unallowable for costs incurred by advisory councils or committees.
Buildings and Land - Construction	Unallowable for the acquisition of buildings, facilities, or land or to make additions, improvements, modifications, replacements, rearrangements, reinstallations, renovations or alterations of an existing building or facility (including site grading and improvement, and architecture fees). This also includes construction and construction-related materials, which may include, but are not limited to the purchase of building materials such as wood, nails, concrete, asphalt, roofing, gravel, sand, paint, insulation, drywall, or plumbing.
	Allowable for rental costs of land with prior approval. However, lease agreements to own (i.e., lease-to-own or rent-to-own) are not allowable. The lease or rental agreement must terminate at the end of the grant cycle.
	A <i>building</i> is any permanent structure designed or intended for support, enclosure, shelter or protection of people, animals or property having a permanent roof supported by columns or walls.
Conferences	A conference is defined as a meeting, retreat, seminar, symposium, workshop or event whose primary purpose is the dissemination of technical information

Item	Description
	beyond the non-Federal entity and is necessary and reasonable for successful performance under the Federal award.
	Unallowable if the project solely consists of conference or workshop.
	Allowable if a conference or workshop is part of a larger project. The applicant must clearly indicate the purpose and target audience for the conference or workshop, and explain how the activity will be paid for. Also indicate if registration fees will be collected and if applicable, show the fees as program income on the Budget spreadsheet and provide an explanation in the Budget Narrative. If funds are requested to pay for food or refreshments, provide an estimate.
	Allowable to rent a building or room for training, however, where appropriate, FSMIP encourages the use of technologies such as webinars, teleconferencing, or videoconferencing as an alternative to renting a building or a room. If renting a building or a room is necessary, the most cost-effective facilities such as State government conference rooms should be utilized.
	Unallowable for meal costs (breakfast, lunch and dinner) unless the applicant justifies that to do so would otherwise impose arduous conditions on the continuity of a meeting and its participants. Breakfasts for conference attendees are usually considered unallowable as it is expected that individuals will have sufficient time to dine on their own before the conference begins.
	Allowable for meals consumed while in official travel status. They are considered per diem expenses and should be reimbursed in accordance with the organization's established written travel policies.
Contributions or Donations	Unallowable for contributions or donations, including cash, property, and services, made by the recipient, regardless of the recipient (also referred to as "re-granting of funds").
	Allowable for products or samples purchased with FSMIP funds or brought as a match if they are used in a study that assesses acceptance by the target audience, or has a similar evaluative objective.
Entertainment Costs	Unallowable for entertainment costs, including amusement, diversion, and social activities and any costs directly associated with such costs such as tickets to shows or sports events, meals, lodging, rentals, transportation, and gratuities, regardless of their apparent relationship to project objectives.
Equipment	Unallowable for acquisition costs of general purpose equipment.

Item Description

Allowable for rental costs of general purpose equipment. The lease or rental agreement must terminate at the end of the grant cycle.

Unallowable for lease agreements to own (i.e., lease-to-own or rent-to-own).

For equipment leases or rentals with an acquisition cost that equals or exceeds \$5,000, rates should be in light of such factors as rental costs of comparable vehicles and equipment, if any; market conditions in the area; alternatives available; and the type, life expectancy, condition, and value of equipment leased.

Allowable for acquisition costs and rental costs of special purpose equipment provided the following criterion is met:

- 1) Necessary for the research, scientific, or other technical activities of the grant award;
- 2) Not otherwise reasonably available and accessible;
- 3) The type of equipment is normally charged as a direct cost by the organization;
- 4) Acquired in accordance with organizational practices;
- 5) Must only be used to solely meet the legislative purpose of the grant program and objectives of the grant award;
- 6) More than one single commercial organization, commercial product, or individual must benefit from the use of the equipment;
- 7) Must not use special purpose equipment acquired with grant funds to provide services for a fee to compete unfairly with private companies that provide equivalent services; and
- 8) Equipment is subject to the full range of acquisition, use, management, and disposition requirements under <u>2 CFR §200.313 as applicable</u>.

Equipment is defined as tangible personal property (including information technology systems) having a useful life of more than one year and a per-unit acquisition cost which equals or exceeds the lesser of the capitalization level established by the non-Federal entity for financial statement purposes, or \$5,000.

Acquisition cost means the cost of the asset including the cost to ready the asset for its intended use. Acquisition cost for equipment, for example, means the net invoice price of the equipment, including the cost of any modifications, attachments, accessories, or auxiliary apparatus necessary to make it usable for the purpose for which it is acquired.

General Purpose Equipment means equipment that is not limited to technical activities. Examples include office equipment and furnishings, modular offices, telephone networks, information technology equipment and systems, air

Item	Description
	conditioning equipment, reproduction and printing equipment, and motor vehicles.
	Special Purpose Equipment is equipment used only for research or technical activities.
Fines, Penalties, Damages and Other Settlements	Unallowable for costs resulting from violations of, alleged violations of, or failure to comply with, Federal, State, tribal, local or foreign laws and regulations.
Fixed Amount Subawards	Unallowable.
Fundraising and Investment Management Costs	Unallowable for organized fundraising, including financial campaigns, solicitation of gifts and bequests, and similar expenses incurred to raise capital or obtain contributions, regardless of the purpose for which the funds will be used. This includes salaries of personnel involved in activities to raise capital.
Goods or Services for Personal Use	Unallowable for costs of goods or services for personal use of employees regardless of whether the cost is reported as taxable income to the employees.
Indirect Costs - Unrecovered	Allowable to use unrecovered indirect costs as part of cost sharing or matching. Unrecovered indirect cost means the difference between the amount charged to the Federal award and the amount that could have been charged to the Federal award under the potential recipient's approved negotiated indirect cost rate.
Insurance and Indemnification	Allowable as indirect costs for insurance and indemnification.
Memberships, Subscriptions, and Professional Activity Costs	Unallowable for costs of membership in any civic or community organization.
Organization Costs	Allowable with prior approval for organization costs per 2 CFR 200.455.
	Unallowable for costs of investment counsel and staff and similar expenses incurred to enhance income from investments.
Participant Support	Incentives for Study Participants and Survey Respondents:
Costs	Allowable to provide cash, coupons, vouchers or other appropriate incentives to recruit target entities to participate in a research project such as to complete a

Item	Description
	survey or participate in a focus group. All other uses of coupons and vouchers are not allowed. The amount and type of the incentive must be reasonable and appropriate, and is subject to approval by FSMIP.
	Allowable with prior approval, for participant support costs for items such as stipends or subsistence allowances, travel allowances, and registration fees paid to or on behalf of participants or trainees (but not employees) in connection with conferences, or training projects.
Pre-Award Costs	Allowable, if such costs are necessary to conduct the project or program, and would be allowable under the grant, if awarded.
	A recipient may incur pre-award costs 90 calendar days before FSMIP makes the award without prior approval from FSMIP. Expenses more than 90 calendar days pre-award require FSMIP prior approval. All costs incurred before FSMIP makes the award are at the recipient's risk. The incurrence of pre-award costs in anticipation of an award imposes no obligation on FSMIP to award funds for such costs.
Printing and Publications	Allowable to pay the cost of preparing informational leaflets, reports, manuals, and publications relating to the project, however the printing of hard copies is discouraged.
Program Income	Program income is gross income earned by a recipient resulting from activities supported by a Federal award. It includes income in the form of fees for services performed during the award performance period, real property, usage or rental fees, or patent or copyright royalties. Program income cannot be used to meet the matching requirement.
Rearrangement and Reconversion Costs Allowable only as indirect costs incurred for ordinary and normal rearrangement and alteration of facilities.	
Selling and Marketing Costs	 Unallowable selling and marketing costs include, but are not limited to: Advertising media costs to promote a producer-to-consumer direct marketing effort. Advertising media includes newspaper; radio; television; direct mail; bus, signs, or other advertisement wraps; and other electronic and computer transmittals. Promotional items such as point-of-sale materials, promotional kits, billboard space, signs or streamers, automobile stickers, table tents, and place mats, swag, souvenirs, memorabilia, or promotional items of a personal nature.

Item	Description		
	 Public relations activities utilizing advertising media to promote a direct producer-to-consumer marketing to the public or a specific and FSMIP approved audience. 		
	 Product advertising through any media, either directly or indirectly, through an advertising agency or other firm. 		
	 General publicity or information programs designed to build the image of the State's agriculture, State Department of Agriculture, or other State Agency. 		
	 Costs associated with County and State fair exhibits, or promotion of commodity months or weeks. 		
	Costs associated with sponsorships. A sponsorship is a form of advertising in which an organization uses grant funds to have its name and/or logo associated with certain events and where the organization does not necessarily know how the funds associated with the sponsorship costs will be used. These costs are considered a contribution or donation and only benefit the organization offering the funding.		
	Purchase of products or samples of products to give away to the public. However, products or samples may be purchased with FSMIP funds or brought as a match if they are used in a study that assesses acceptance by the target audience, or has a similar evaluative objective.		
	 Expenses relating to domestic or foreign trade shows except educational programs or technical seminars conducted to educate potential buyers about the properties, characteristics or uses of an agricultural commodity or product. 		
	Unallowable for the purchase of food-relative incentives, including any types of bonuses, coupons, and vouchers. Unallowable for the purchase of food for displays, incentives or cooking demonstrations.		
	Allowable with prior approval for the purchase or contribution of food products or samples for use in studies such as to obtain feedback about the food from a target audience, or to conduct technical analyses of the physical properties of the food.		
Travel Costs	Unallowable for travel costs of government officials per 2 CFR 200.474 Unallowable for travel costs of producers or processors simply to gain		

Item	Description
	marketing experience, to network and/or to sell their products.
	Allowable for domestic and international travel of individuals for activities directly related to the project objectives. Examples of personnel whose travel may be covered: State agency personnel working directly on the project, technical experts, producer representatives who have unique knowledge about a commodity or market, and individuals whose presence on an international trip will make a direct contribution to the goals of the project.
	All travel expenses associated with FSMIP projects must follow Federal travel regulations (41 CFR Chapters 300 through 304) unless State travel requirements are in place. If alternative technologies such as teleconferencing or videoconferencing are available, appropriate for the project, and less costly, they must be utilized as an alternative to travel.

4.7 GRANTS.GOV APPLICATION SUBMISSSION AND RECEIPT PROCEDURES AND REQUIREMENTS

Grants.gov provides a single site on which to find and apply to funding opportunities, and AMS requires applicants to submit their applications electronically through the system. Grants.gov provides step-by-step instructions on how to apply for opportunities on its website: http://www.grants.gov/web/grants/applicants/apply-for-grants.html.

When you reach the site, use the "apply" feature to begin, and read the five "Get Registered" steps. Registration instructions are found at: http://www.grants.gov/web/grants/applicants/organization-registration.html.

Read the instructions on the Grants.gov website carefully and completely to ensure proper submission. Applications not submitted properly by the deadline will not be accepted.

The website also contains registration <u>checklists</u> to guide applicants through the process. **AMS** recommends that applicants download the checklists and prepare the information requested BEFORE beginning the registration process to alleviate last-minute searches for required information.

Grants.gov provides customer support 24 hours a day, 7 days a week (closed on Federal holidays) via a toll-free number (1-(800)-518-GRANT) or email (support@grants.gov). For questions related specifically to the FMLFPP RFA requirements (not the Grants.gov website), contact FSMIP staff (see section 7.0 Agency Contact).

Grants.gov also provide iPortal (see https://grants-portal.psc.gov/Welcome.aspx?pt=Grants): Top 10 requested help topics (FAQs), Searchable knowledge base, self-service ticketing and ticket status, and live web chat (available 7 a.m. - 9 p.m. ET). **Get help now! The deadline is too late to get assistance.**

Have the following information available when contacting Grants.gov:

- Funding Opportunity Number (FON)
- Name of agency you are applying to

Specific area of concern

4.7.1 TIMING REQUIREMENTS

Organizations must fully upload their application and Grants.gov must successfully receive it by the deadline 11:59 p.m. Eastern Time, March 27, 2017. Many of the registration steps may take multiple days or even weeks to complete.

the deadline, your application is not necessarily submitted and/or accepted. The rate of transmission, the size of your application, your Internet connection, and firewalls within your organization may delay or impede a successful transmission. In some cases, the system may look like it is "spooling" (i.e. it appears nothing is happening)—do not abort your transmission if this is the case! The system may need time to process the application, especially if you are uploading and transmitting many and/or large files. Electronic forms with associated XML schemas take time to for Grants.gov to process.

4.7.2 COMPONENTS OF THE GRANTS.GOV APPLICATION

a. Obtain a DUNS Number

All entities applying for funding must have a Dun and Bradstreet Universal Data Numbering System (DUNS) number. The DUNS number must be included in the data entry field labeled "Organizational DUNS" on the SF-424 form. It takes approximately 1-2 days to obtain a DUNS number.

Instructions for obtaining a DUNS number are located at:

http://www.grants.gov/web/grants/applicants/organization-registration/step-1-obtain-duns-number.html. Authorized Organizational Representatives (see below) will need to know the organizational DUNS number to complete the application submission process.

b. Register with the System for Award Management (SAM.gov)

In addition to having a DUNS number, applicants must register with the Federal System for Award Management (SAM.gov). In addition to maintaining your organization's registration as a Federal recipient, SAM.gov is also how you will enter financial information necessary to be paid (by EFT) should your organization be awarded. Failure to register with SAM.gov will delay and/or prevent your application from Grants.gov submission.

NOTE: SAM.gov registration is FREE. Some websites exist that look like SAM and claim to offer their services for a fee. **If you are asked to pay a fee to register with SAM.gov, you are at the wrong website.** Additionally, any communication regarding your SAM.gov account will come directly from the website. Be suspicious if you receive unsolicited email notifications regarding your account (i.e. check the email address and/or call SAM.gov (866-606-8220) to verify that the communication is legitimate).

To create a SAM.gov account, you will need to designate your organization's E-Biz Point of Contact (E-Biz POC). This individual is the main contact for your organization in the SAM.gov system. The E-Biz POC

may be the same person as the Authorized Organizational Representative (AOR). See below for more information.

SAM.gov can take 7-10 days to create an active account, with an additional 1-2 days for Grants.gov to recognize the information. Immediately register your organization in SAM.gov (i.e. before your entire Grants.gov application is ready) to ensure you are able to submit your application to Grants.gov on time. Step-by-step instructions for registering with SAM are located at:

http://www.grants.gov/web/grants/applicants/organization-registration/step-2-register-with-sam.html

NOTE: Each organization must have a Taxpayer ID Number (TIN/EIN) and taxpayer name. If your organization does not have a TIN/EIN, allow an additional 2 weeks to request and obtain an EIN from the IRS (visit their website for details on obtaining this important piece of information.

Additionally, each applicant must ensure that their respective organization's SAM.gov registration is upto-date and active. SAM.gov accounts must be updated annually, and your organization must have an *active* SAM.gov account to submit your application to Grants.gov.

c. Authorized Organizational Representative (AOR)

To apply through Grants.gov, an AOR must create a username, password and profile. The AOR is the individual who is able to make legally-binding commitments for the applicant organization. The AOR may be the same person as the E-Biz POC. See "NOTE" below for more information. For detailed instructions about creating a profile on Grants.gov, visit:

http://www.grants.gov/web/grants/applicants/organization-registration/step-3-username-password.html.

At any time, you can track your AOR status on the Grants.gov website: http://www.grants.gov/web/grants/applicants/organization-registration/step-5-track-aor-status.html

NOTE: This next step is often missed and it is crucial for valid submission. After creating a profile on Grants.gov, the E-Biz Point of Contact (i.e. the E-Biz POC listed as your contact in SAM.gov) will receive an email granting the AOR permission to submit applications on behalf of your organization. The E-Biz POC will then log on to Grants.gov and approve the applicant as the AOR, thereby giving him or her permission to submit applications. You will be able to submit your application online any time after AOR authorization.

Organizations cannot usually complete the profile and AOR authorization registration process in a single day. Applicants that are not already registered should allow at least 2 weeks to complete this one-time process. DO NOT WAIT UNTIL THE DAY OF THE APPLICATION DEADLINE TO REGISTER. The validation time depends upon the responsiveness of your e-Biz point of contact.

To learn more about AOR Authorization, visit:

http://www.grants.gov/web/grants/applicants/organization-registration/step-4-aor-authorization.html

d. Electronic Signature

Applications submitted through Grants.gov are considered electronically signed. The registration and account creation process, with the E-Biz POC approval, establishes the AOR authorization needed for the electronic signature. When you submit the application through Grants.gov, your AOR's name will be inserted into the signature line of the application.

4.7.3 HOW TO SUBMIT AN ELECTRONIC APPLICATION TO AMS VIA GRANTS.GOV

Grants.gov allows applicants to download the application package, instructions, and standard required forms to work offline. AMS-specific documents are found as links in this RFA and on the FSMIP website at https://www.ams.usda.gov/services/grants/fsmip.

Agency-specific required attachments must be uploaded using the "Add Attachments" button under SF-424 item #15. Do NOT use the "paperclip" icon in Adobe. The forms are provided in a variety of formats including Microsoft Office products and fillable Adobe PDFs. Please make sure you follow the requirements for formatting, length, and submission as required in this RFA.

Grants.gov also allows applicants to collaboratively apply online by creating a workspace. Please note that AMS agency-specific forms are not compatible with Grants.gov Workspace.

Note: Grants.gov currently checks each submitted application to ensure that required standard Grants.gov forms are included in the application package when applying for a grant. This includes the SF-424, Application for Federal Assistance and the SF-424B, Assurance, Non-Construction forms.

Grants.gov does not check for AMS required attachments. These documents must be completed outside of Grants.gov and then attached to the application package within Grants.gov using the "Add Attachments" button under SF-424 item #15.

Grants.gov supports Adobe Reader version 9.0.0 and higher. Adobe Reader forms can be downloaded and saved to your hard drive, network drive(s), or to a flash or external drive. Visit the Adobe Software Compatibility page to download the latest version of the software:

http://www.grants.gov/web/grants/applicants/adobe-software-compatibility.html.

Once you complete the SF-424 form in Grants.gov, the system will transfer much of your information to subsequent forms, such as the applicant name, address and DUNS number, on all subsequent Adobe Reader forms. Some fields will appear with a background color—these fields are mandatory and must be completed to successfully submit your application.

4.7.4 TIMELY RECEIPT REQUIREMENTS AND PROOF OF TIMELY SUBMISSION

After you submit your application to Grants.gov, you will receive an automatic notification of receipt from the system that contains a Grants.gov tracking number. This notification ONLY indicates receipt by Grants.gov and does not indicate receipt by AMS. Grants.gov may also send you an error message if your application was not submitted correctly.

AMS will retrieve your application from Grants.gov, triggering a second electronic acknowledgment of receipt sent to the AOR. This email, which will be triggered shortly after the application deadline,

indicates that the application was submitted to AMS. This notification means that AMS received the application; it does NOT mean that AMS accepted the application. If you do not receive this second notification, you did not successfully upload your organization's application—contact Grants.gov to identify the issue if it is not already apparent.

AMS will send a third email to inform applicants that either:

- a) Their application was successfully submitted and will be forwarded to the peer reviewers for evaluation.
- b) Their application did not meet the basic requirements and therefore will not undergo peer review.

All applications must be submitted through Grants.gov. AMS will not accept applications packages by fax, email or postal mail. AMS cannot waive these submission requirements. Applications received by Grants.gov after the established due date for the program will be considered late and will not be considered for funding by AMS. See AMS' Policy on Late Applications.

4.7.5 TIPS FOR APPLICANTS

- Register and submit applications early. DO NOT WAIT UNTIL THE DAY OF THE APPLICATION
 DEADLINE.
- Thoroughly read this RFA and follow all of the instructions provided by AMS.
- Make sure you have the most recent copy of Adobe Reader installed on your computer and that
 it is compatible with <u>Grants.gov</u> software. Grants.gov supports Adobe Reader version 9.0.0 and
 higher.
- Limit Application File Size/ File Name Characters (50 or less).
- When uploading attachments, click the "Add Attachments" button (do NOT use the "paperclip" icon in Adobe Reader)
- Do not password-protect your documents and make sure all tracked-changes are "accepted".
- Avoid Special Characters in File Names (\$, %, &, *, Spanish "ñ", etc.).
- Input the correct DUNS number on the SF-424 cover page.
- Review the Grants.gov Applicant User and Registration Guides:
 http://www.grants.gov/web/grants/applicants/applicant-tools-and-tips.html and FAQs: http://www.grants.gov/web/grants/applicants/applicant-faqs.html

5.0 APPLICATION REVIEW INFORMATION

5.1 PROJECT EVALUATION CRITERIA

Each application will be reviewed competitively using the following criteria and scoring:

Alignment and Intent 25 Points

- 1) The extent to which the application provides a clear and concise description of the specific issue, problem, or need and objectives for the project.
- 2) The extent to which the project addresses an important marketing barrier, challenge or opportunity and aligns with FSMIP's legislative and program goals.
- 3) The extent to which the applicant identifies the intended beneficiaries and how they will benefit, including the number of beneficiaries.

Technical Merit 25 Points

- 1) The extent to which the application presents a clear, well-conceived, and suitable overall methodology for fulfilling the goals and objectives of the proposed project.
- 2) The extent to which the application presents a realistic schedule for implementing the proposed project during the award project period.
- 3) If the project or entity was previously funded, the extent to which the previous lessons learned are incorporated into the proposed project.

Achievability 15 Points

- 1) The extent to which the Outcomes and Indicator(s) is/are feasible for the scale and scope of the project including:
 - a. How indicator numbers were derived, with a clear means to collect feedback to evaluate and achieve each relevant Outcome indicator;
 - b. The anticipated key factors that are predicted to contribute to and restrict progress toward the applicable indicators, including action steps for addressing identified restricting factors.
- 2) The extent to which the proposed project can be easily adaptable to other regions, communities, and/or agricultural systems.
- 3) The extent to which the applicant provides a comprehensive plan to disseminate the project's results (both positive and negative) electronically and in person to target audiences, stakeholders, and interested parties.

Expertise and Partners 25 Points

- 1) The extent to which the proposed project represents a substantial and effective diverse array of relevant partnerships and collaborations to accomplish the project's goals and objectives and meet the needs of the intended beneficiaries, including:
 - a. Commitment from the key staff demonstrated through Letters of Commitment from Partner and Collaborator Organizations;
 - b. The key staff who will be responsible for managing the projects and the individuals (name and title) who comprise the Project Team;
 - c. The expertise and experience of the Project Team necessary to successfully manage and implement the proposed project.

- 2) The extent to which the application describes plans for coordination, communication, data sharing and reporting among members of the Project Team and stakeholder groups, both internal applicant personnel and external partners and collaborators.
- 3) The extent to which the application describes how the project, and its partnerships and collaborations, will be sustained beyond the project's period of performance (without grant funds).

Fiscal Plan and Resources 10 Points

- 1) The extent to which the application Budget Narrative/justification provides a clear, detailed description for each budget line item, and:
 - a. Budget is consistent with the size and scope of the project
 - b. Budget relates logically to the Project Narrative describing the project.
- 2) The extent to which the application provides evidence that critical resources and infrastructure are currently in-place that are necessary for the initiation and completion of the proposed project.
- 3) The extent to which the applicant demonstrates its partners' or collaborators' contribution of non-Federal cash resources or in-kind contributions are available and obtainable for the project as evidenced through the submitted Matching Funds and Letters of Match Verification.

5.1.1 PROMISE ZONE PRIORITY POINTS

Applications implemented in Promise Zone and submitted with a signed <u>Promise Zone Certification</u> <u>Form (HUD Form 50153)</u> will receive five (5) priority points in addition to the final score provided by the reviewers.

5.2 REVIEW AND SELECTION PROCESS

Step 1: Initial Qualification Screening

To meet the basic eligibility requirements, applications must be responsive to the RFA. Non-responsive applications are applications that: 1) do not contain the properly completed, required documentation in the correct format listed in <u>section 4.2</u>; 2) have been submitted to the wrong grant program; 3) applicant is not eligible; 4) text in the Project Narrative suggests that the project does not meet the scope or of the grant program; or 5) do not meet the requirements in this RFA, including the required \$1 for \$1 match.

Please see AMS' Non-Responsive Application Policy for more information.

Step 2: Technical Review

Each application is evaluated by peer reviewers. To eliminate bias, AMS assigns reviewers to projects that are not in their geographic area or associated with their State department of agriculture or State university or State college in any way. Each reviewer also signs a conflict of interest and confidentiality agreement regarding any assigned proposals. Reviewers are not permitted to apply for FSMIP grant funds, or receive financial benefit from any submitted application during the year on which they serve on the review panel.

Peer reviewers will have a diverse expertise, representing State departments of agriculture, State universities and colleges, and Federal subject matter specialists. AMS makes every attempt to match reviewers with applications in their areas of expertise.

The peer review panels evaluate their assigned proposals using instructions prepared by AMS officials. Individual reviewers first evaluate and score their assigned proposals and then confer with other team members to derive a consensus score. The consensus review serves as the basis for awarding and allocating grant funds and focuses on strengths and weaknesses of each proposal.

Proposals that address priority areas, including Promise Zone projects, will also be evaluated on the criteria listed in <u>section 5.1</u> in competition with all other proposals. Five percent of FSMIP funds will be reserved for priority projects and will be awarded to such projects provided they score among the higher ranked proposals. Promise Zone projects will receive 5 priority points.

Step 3: Administrative Review

AMS will conduct a final administrative evaluation of each review panel's top rankings and recommendations. In addition to the rank and scores, AMS reviews each application to ensure that potential recommended projects align with the scope, allowability of budget items, available funding, geographic diversity, and USDA priorities. Projects that do not rank or score high enough to make the final evaluation will not undergo the final administrative review.

AMS staff will work with top-ranked applicants to negotiate any revisions if necessary and possible. AMS will also assess an organization's ability to account for the use of Federal funds and monitor the performance associated with these monies. This assessment will consider an organization's:

- Financial stability—AMS staff will send the Accounting System and Financial Capabilities
 Questionnaire to top-ranked applicants during the Administrative Review and use this
 completed form as a basis to determine monitoring strategies for each potential recipient
 organization;
- 2. Financial verification in SAM.gov;
- 3. Recent history of performance with AMS grant programs (any open grants and grants closed within last three years); and
- 4. Reports and findings from audits performed under Subpart F—Audit Requirements of 2 CFR 200 or the reports and findings of any other available audits.

If AMS anticipates that the total Federal share of the award will be greater than the simplified acquisition threshold (currently \$150,000 - see <u>2 CFR §200.88</u> Simplified Acquisition Threshold) over the grant period of performance:

- AMS will review and consider any information about the applicant that is in the designated integrity and performance system accessible through SAM (currently FAPIIS) (see 41 U.S.C. 2313);
- The applicant, at its option, may review information in the designated integrity and performance systems accessible through SAM and comment on any information about itself that a Federal awarding agency previously entered.

AMS will consider any comments by the applicant, in addition to the other information in the designated integrity and performance system, in making a judgment about the applicant's integrity, business ethics, and record of performance under Federal awards.

6.0 AWARD ADMINISTRATION INFORMATION

6.1 AWARD NOTICES

Upon announcement of the Federal awards, FSMIP will prepare and send a Notice of Award and Grant Agreement to each recipient for signature by the appropriate official. Grant Agreements consist of a 1-page Agreement Face Sheet (AMS-33) that will be signed by AMS and the AOR.

The Grant Agreement sets forth pertinent information about the Federal award, including, but not limited to, the following:

- Federal Agreement Identification Number (FAIN) or "agreement number;"
- Statutory authority for the award and any applicable program regulations;
- Name of Recipient organization;
- Name of the Recipient Project Coordinator;
- Approved period of performance start and end dates;
- Amount of Federal funds authorized for obligation by the recipient;
- Amount of matching resources brought to the project by the recipient and partners;
- Name of the Federal Agency Project Manager; and
- General Terms and Conditions of Award, by either reference or inclusion.

6.2 UNSUCCESSFUL APPLICANTS

Unsuccessful applicants will be contacted by AMS via email as soon as possible after the FSMIP awards are announced to inform them of the results. AMS will email unsuccessful applicants anonymous review panel consensus comments regarding their proposals as feedback.

6.3 ADMINISTRATIVE AND NATIONAL POLICY REQUIREMENTS

Several Federal statutes and regulations apply to grant applications considered for review and to Federal awards under this program. These include, but are not limited to, the ones listed below.

2 CFR part 25 – System for Award Management and Universal Identifier Requirements

2 CFR part 170 – Reporting Subaward and Executive Compensation Information

<u>2 CFR part 175</u> – Award Term for Trafficking in Persons, which is the implementation of the Trafficking Victims Protection Act of 2000, as amended (22 U.S.C. 7104(g))

- <u>2 CFR part 180</u> and <u>part 417</u> OMB Guidelines to Agencies on Government-Wide Debarment and Suspension (Nonprocurement) and USDA Nonprocurement Debarment and Suspension
- <u>2 CFR part 200</u> Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- <u>2 CFR part 400</u> USDA implementation of 2 CFR part 200, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- 2 CFR part 415 USDA General Program Administrative Regulations
- <u>2 CFR part 416</u> USDA General Program Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 2 CFR part 418 USDA implementation of Restrictions on Lobbying

Imposes prohibitions and requirements for disclosure and certification related to lobbying on recipients of Federal contracts, grants, cooperative agreements, and loans.

- <u>2 CFR part 421</u> USDA Implementation of Government-wide Requirements for Drug-Free Workplace (Financial Assistance)
- 7 CFR part 1, subpart A USDA implementation of the Freedom of Information Act
- <u>7 CFR part 1b</u> USDA procedures to implement the *National Environmental Policy Act of 1969*, as amended
- 7 CFR part 3 USDA implementation of OMB Circular No. A-129 regarding debt collection
- 7 CFR part 15, subpart A USDA implementation of Title VI of the Civil Rights Act of 1964, as amended
- <u>7 CFR part 331</u> and <u>9 CFR part 121</u>—USDA implementation of the *Agricultural Bioterrorism Protection Act of 2002*
- <u>37 CFR part 401</u> Rights to Inventions made by Nonprofit Organizations and Small Business Firms under Government Grants, Contracts, and Cooperative Agreements

The implementation of the *Bayh Dole Act* (35 U.S.C. 200 et seq.) controlling allocation of rights to inventions made by employees of small business firms and domestic nonprofit organizations, including universities, in Federally-assisted programs.

- 41 CFR § 301-10.131 to 301-10.143 Use of United States Flag Air Carriers, which implements the Fly America Act (49 U.S.C. 40118)
- 48 CFR part 25 Foreign Acquisition, which implements the Buy American Act (41 U.S.C. Ch. 83)
- 48 CFR subpart 31.2 Contracts with Commercial Organizations
- 44 U.S.C. 3541 et seq. (Pub. L. 107-347) Federal Information System Security Management Act of 2002 (FISMA)

An Act designed to improve computer and network security within the Federal Government. Applies to recipients if it will collect, store, process, transmit, or use information on behalf of AMS.

Motor Vehicle Safety –

- Highway Safety Act of 1966, as amended (23 U.S.C. 402 & 403);
- Government Organization and Employees Act, as amended (5 U.S.C. 7902 (c));
- Occupational Safety and Health Act of 1970, as amended (29 U.S.C. 668);
- Federal Property and Administrative Services Act of 1949, as amended (40 U.S.C. 101, et seq.);
- Increasing Seat Belt Use in the United States (EO 13043);
- Federal Leadership on Reducing Text Messaging While Driving (EO 13513)

Federal statutes and regulations found on the SF-424B "Assurances –Non-Construction Programs" (this form is submitted through Grants.gov with your application package)

<u>2 CFR part 422</u> – Research Institutions Conducting USDA-Funded Extramural Research; Research Misconduct

6.4 REPORTING

6.4.1 INTERIM REPORTS (PERFORMANCE AND FINANCIAL)

The Annual Performance Report, along with an annual SF-425 "Federal Financial Report", is due within 90 calendar days after each one-year period of performance.

The 3-year period of performance begins September 30, 2017, and ends September 29, 2020. Recipients must submit two interim reports.

Annual Report Number	One-Year Marker (Report Due w/in 90 Days of this Date)	Due Date
1	September 30, 2018	December 29, 2018
2	September 30, 2019	December 29, 2019

6.4.2 AWARD CLOSEOUT

To officially close out a FSMIP award, the following items are due within 90 days following the award performance period (no later than December 28, 2020):

- 1. Final Performance Report
- 2. Final Payment Request (SF-270), if applicable
- 3. Final SF-425, "Federal Financial Report, and if applicable, payment of unobligated balance
- 4. Tangible Personal Property Report, if applicable
- 5. A refund of any unused FSMIP grant funds (checks made out to Agricultural Marketing Service), if applicable.

Recipients should submit these items to AMS as required in the Award Terms and Conditions. Once the project is successfully closed, AMS will issue a closeout letter as the Agency's official notification. The timely closeout of your award helps ensure future grant application eligibility.

7.0 AGENCY CONTACT

Applicants and other interested parties are encouraged to contact:

Mr. Martin Rosier

Phone: (202) 260-8449

E-Mail: <u>Martin.Rosier@ams.usda.gov</u>

All questions regarding Grants.gov technical assistance must be directed to Grants.gov's <u>Applicant</u> Support.

Website address:

http://www.ams.usda.gov/services/grants/fsmip

8.0 OTHER INFORMATION

8.1 EQUAL OPPORTUNITY STATEMENT

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs).

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at How to File a Program Discrimination Complaint and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov.

USDA is an equal opportunity provider, employer, and lender.

8.2 FREEDOM OF INFORMATION ACT REQUESTS

The Freedom of Information Act (FOIA) of 1966 (5 U.S.C. 552) and the Privacy Act of 1974 (5 U.S.C. 552a), as implemented by USDA's regulations (7 CFR part 1, Subpart A) govern the release or withholding of information to the public in connection with this Federal award. The release of information under these laws and regulations applies only to records held by AMS and imposes no requirement on the recipient or any subrecipient to permit or deny public access to their records.

FOIA requests for records relating to this Federal award may be directed to USDA, Agricultural Marketing Service, FOIA/PA Officer, Room 3943-S, Mail Stop 0202, 1400 Independence Ave., SW, Washington, DC 20250-0273, Telephone: (202) 720-2498; or email: AMS.FOIA@usda.gov.

8.3 PROHIBITION ON USING FUNDS UNDER GRANTS AND COOPERATIVE AGREEMENTS WITH ENTITIES THAT REQUIRE CERTAIN INTERNAL CONFIDENTIALITY AGREEMENTS

By submission of its proposal or application, the applicant represents that it does not require any of its employees, contractors, or subrecipients seeking to report fraud, waste, or abuse to sign or comply with internal confidentiality agreements or statements prohibiting or otherwise restricting those employees, contractors, or subrecipients from lawfully reporting that waste, fraud, or abuse to a designated investigative or law enforcement representative of a Federal department or agency authorized to receive such information. Note that: (1) the basis for this representation is a prohibition in sections 743, 744 of the Consolidated Appropriations Act, 2016, Pub. L. 114-113, (Division E, Title VII, General Provisions Government-wide) and any successor provisions of law on making funds available through grants and cooperative agreements to entities with certain internal confidentiality agreements or statements; and (2) section 744 states that it does not contravene requirements applicable to Standard Form 312, Form 4414, or any other form issued by a Federal department or agency governing the nondisclosure of classified information.

8.4 PAPERWORK BURDEN STATEMENT

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0240. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.